1965.

Come To Toyland

VISIT TOYLAND WHEN IN MATAMATA

See Our New Displays
New Stock Arriving Every Day

LAY-BY NOW

From our Large and Attractive Range of

TOYS GALORE

—at—

BARRY & HASTINGS LTD.

Arawa St. Phone 7694. Matamata.

MATAMATA MUSIC CENTRE

SPECIALISTS IN MUSICAL INSTRUMENTS
T.V., RADIO, RECORDS,
SHEET MUSIC.

BOOKSELLERS & STATIONERS

Printed by the Matamata County Mail, Printers to Matamata and District

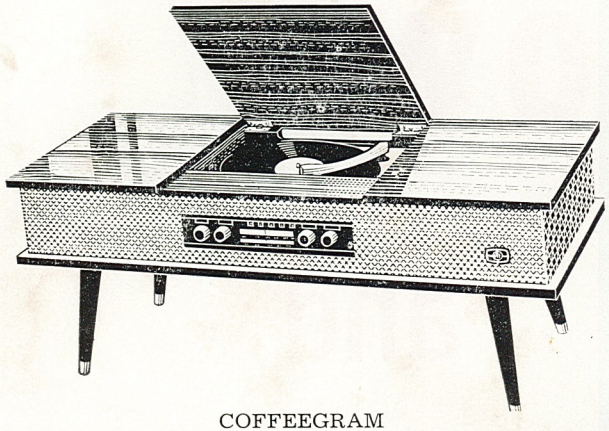
HOUSEHOLDER POSTAGE PAID

Town and Country Week

MATAMATA

OFFICIAL PROGRAMME

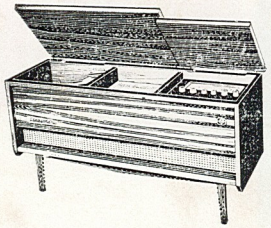
3 SENSATIONAL NEW
PYE GRAMS
AT MUIR'S RADIO & T.V.



COFFEEGRAM

A wonderful new idea in radiogram styling combining a smart low coffee table with a twin speaker radiogram. Superb value at only £49-15-0.

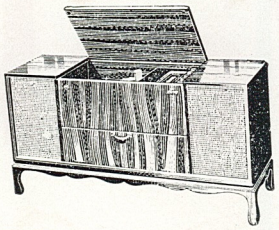
STEREO SOUNDSHELL



An exceptional new experience in stereo sound — the perfection of three speakers. Two speakers handle higher frequencies while the third handles the bass, creating a flawless wall of sound. 13-Valve performance.

£105-0-0

BRAHMS



Introducing a 9-valve performance stereogram with the rare beauty of Normandy Provincial styling in polished dark mahogany. Twin 8-inch speaker. Pye luxury.

£89-17-6

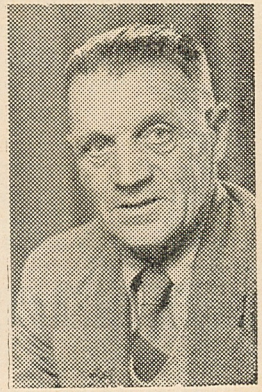
— EASY TERMS —

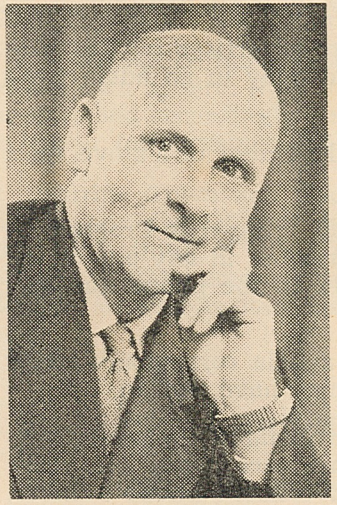
MUIR'S RADIO & T.V.

ARAWA STREET PHONE 7458

Matamata Public Relations Association have much pleasure in presenting its second Annual "Town and Country Week" and gratefully acknowledges the help and co-operation it is receiving from the Waikato East Federation of Country Women's Instaitutes, the Matamata Sub-Province Federated Farmers, the Hinuera-Te Poi Young Farmers Club, the Matamata Lions Club, the Matamata County Mail and the Matamata Business Houses, Motor, Tractor and Agricultural Machinery Dealers, who are participating in this effort. We hope that "The Week" will prove to be both interesting and entertaining to both Residents and Visitors to our District.

A. D. TURNER, PUBLIC RELATIONS OFFICER.





Foreword

May I congratulate the Matamata Public Relations Association on the decision to again hold a Town and Country Week, and in so doing extend a sincere welcome to all who may visit Matamata during this period. Within the Borough there is full appreciation of dependence on farm production for our progress and prosperity, and the many well planned activities for this week will provide a unique opportunity for all sections of our community to share a programme of entertainment planned for enjoyment and interest to all age groups. May Town and Country Week of 1965 be most successful.

K. N. GOUK, MAYOR.

a message from the County Mail

As printers of this Town and Country Week programme, the County Mail is offering a £5 prize for a competition.

One of the phone numbers of an advertiser in this programme will appear on an article on display in an advertiser's shop.

It could be incorporated in a serial number of a stove, on a sale ticket, in fact any article for sale.

Read these advertisements carefully, bring your Programme to town, and if you see a four figure number in any one of the advertisers' shops in this booklet, refer to the phone numbers of the advertisers.

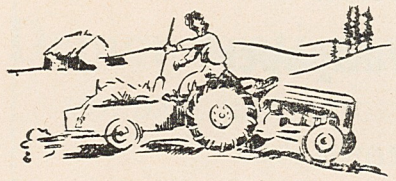
If the number on the displayed article corresponds with a phone number of an advertiser you may have won £5.

This article will be in the shop of only one of the advertisers in the programme so if by any coincidence there are other numbers which correspond with an advertiser's phone number, only the shop nominated by the County Mail can have the winning number.

For the children there is a colouring competition, to be done in either crayon or coloured pencil. Fill in the entry form on the page opposite, colour in the historic space flight and post to Mr Turner, P.R.O. Matamata, or hand it to him direct.

The County Mail congratulates the Matamata Public Relations Association on the organisation of another Town and Country Week and we hope that district and visiting people will fully enjoy this week put on for their benefit.

Matamata Sub-Province Federated Farmers

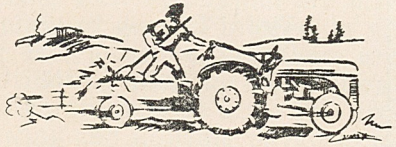


The Matamata Sub-Province Federated Farmers is delighted to co-operate with other sections of the community for Town and Country Week in our district. The prosperity and well being of the Matamata district, like other communities in New Zealand depends for its progress on the efforts of a great variety of people in all walks of life. Athough as farmers we believe we can play, and are playing, an important role in this progress, and such phrases as "the back-bone of the country" are freely bandied about in some circles, our organisations is quite prepared to concede that other groups play a vital part.

If we can be induced to work together, and each play a part in our own sphere, then the standard of living of all of us will be enriched accordingly and New Zealand will be a better place to live in, for ourselves and for our children.

During Town and Country Week many different facets of life in our district will be illustrated. Our organisation will show something of the part our industry plays in the economy of New Zealand, and our products are sold to housewives in New Zealand as well as overseas.

Plant and Equipment Exhibition



On Friday, August 27 the Memorial Centre will contain an exhibition of plant and equipment in use by farmers, some of the problems encountered, such as hydatids, that are of interest to everybody whether they live in town or country. The Inland Revenue Department will be there to answer questions about taxation from all sections of the community.

JOHN INGRAM, Hon. Secretary,

Matamata Sub-Province Federated Farmers.

A BIG SELECTION OF

Overseas Wallpaper

★ *ENGLISH CROWN*

★ *CANADIAN SUNWORTHY*

Also—

★ *VYMURA*

Vinyl Coated — Completely Washable

BOOTH & CHAPMAN LTD.

MATAMATA PHONE 8119

When in Town for

TOWN AND COUNTRY WEEK

Visit

Fashion Casuals Ltd.

For the Latest in

Casual Fashion

For

COUNTRY and TOWN

Fashion Paradettes to be held in the store on Monday 23, Wednesday, 25 and Friday 27 at 12.30 and 1.30.

WAIKATO EAST FEDERATION
OF COUNTRY WOMEN'S INSTITUTES

Presents

Demonstrations and Displays

MONDAY, 23rd AUGUST to FRIDAY, 27th AUGUST

BROADWAY, MATAMATA

as the

Institute Members' Contribution to Town and Country Week

Do you know how to spin wool? Would you like to re-upholster that comfortable armchair which you frown upon now because the covers are worn and shabby? Do you realise you can make your own electric table lamps complete with shades? Would you be interested in seeing how an expert prepares a cake for icing and just how she achieves such decorative results? Do you know how to make the best use of your electric frypan? Would you like to learn how to make those little sewing and handcraft novelties so useful for Christmas gifts? After all, Aunt Mary and Cousin Betty must be rather tired of the usual handkerchiefs or toilet packs. Do you know how to get the best from your knitting machine? Would you like to make an attractive evening bag complete with clasp top to match your newest evening gown — all for under ten shillings?

If you're interested in any of these things; if you would like to learn anything new in arts and crafts and home skills you should be watching the various demonstrations staged by Institute members during Town and Country Week in Matamata (in one or both of the empty shops in Broadway).

The 900 members of the Waikato East Federation are also combining to stage week-long displays of general interest to all women. The best floral artists of each Institute, and there are many in this Federation, are contributing their favourite floral arrangements for the display of decorative floral art. The arts and crafts display will contain sewing and knitting novelties as well as various examples of numerous crafts, examples of embroidery and needlework, cane-work, pottery and New Zealand gem-stones from Coromandel made into bracelets and necklaces will also form eye-catching displays.

All articles will be the work of Institute members and members contributing articles for display will be named on cards accompanying their exhibits.

At least two members will be on duty every day. It will be their pleasure to answer any questions concerning any of the exhibits or demonstrations.

HIRE T.V.

TODAY

One Weekly Payment Only

WE PAY LICENCE FEE

WE DO COMPLETE SERVICE MAINTENANCE

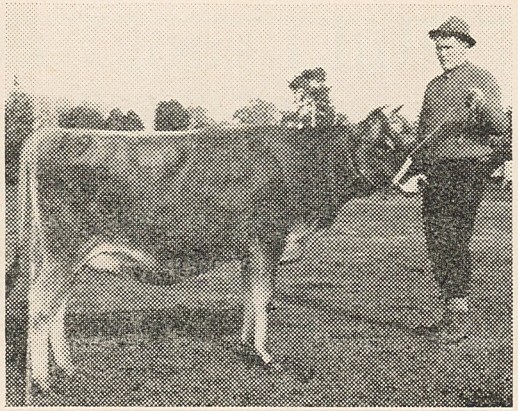
WE INSTALL AERIAL (Indoor Type)

WE PAY INSURANCE CHARGES

A. T. MORRISON LTD.

PHONE 7515 T.V. RENTAL DEPARTMENT

New Zealand Federation Of Young Farmers Clubs



The Hinuera-Te Poi District Young Farmers Club, one of the strongest and most active clubs in this organisation — it was established in 1945 — is participating in this year's Town and Country Week" and is holding a Field Day on Monday, August 23 on the Borough Reserve in Rawhiti Avenue at the northern end of Arawa Street Extension.

The purpose of this Field Day, besides providing entertainment for everybody, is to demonstrate to the public what the Young Farmers Clubs are and what they do. To further this there will be an information stall on the ground where particulars of the club's activities will be explained to any inquirers. The Field Day will start at 11.30 a.m. and will continue till 2.30 p.m. There will be machinery displays, including tractors, harvesting equipment and farm implements; competitions, such as guessing the weight of a bobby calf (without handling it), hay bale tossing tractor driving competitions (try this one you town boys) and other competitions. Farm Safety will be demonstrated too and it is hoped to have a tractor there with roll bars on it. There will be an aerial top dressing display by Adasta Aviation Ltd. ,(this is of course subject to Local Body approval).

The children have not been forgotten. There will be novelty events, including lolly scrambles, etc.

Everybody is invited. Come along and spend an enjoyable day with the Young Farmers. Remember it starts at 11.30 a.m. on the Monday.

RAY HOLLIS, Chairman,
Hinuera-Te Poi Y.F.C.

LIKE KISSING COUSINS

Just as Town and Country are complementary one to the other — so has our name been synonymous with reliable service to motorists for approximately 1560 Weeks.

ELECTRIC IGNITION AND DIESEL FUEL INJECTION TUNE-UP SPECIALISTS

COWLING BROS. LTD.

Your Family Chemist in Matamata

Broadway Pharmacy Ltd.

(J. McANNALLEY, M.P.S.)

for

Prompt Prescription Dispensing

Courteous Attention — Friendly Advice

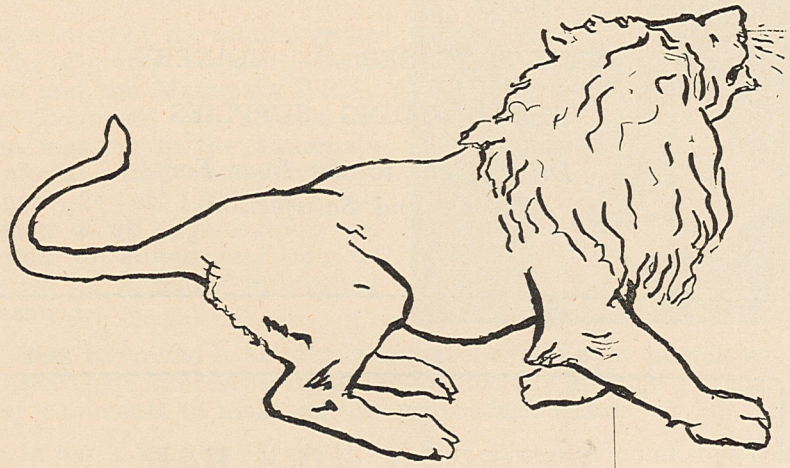
See our Window Display of Town and Country Week Specials.

— PHONE 8663 —

Matamata Lions Club

The Matamata Lions Club is once again very pleased to be able to participate in "Town and Country Week" and have handed over to their "Boys' and Girls' Committee" the task of organising the Children's Day which takes place on Wednesday, August 25.

This committee as usual have done a good job and have a very attractive programme of events for the youngsters.



Attractive Programme

The "Day" starts with a pets and decorated bicycle parade at the corner of Tainui Street (Broadway end) at 12.30 p.m., where judging will take place (there is no limit to the kind of pets you may wish to bring along) and there will be a first, second and third prize for each class, with a consolation prize for each entrant. After judging and the presentation of prizes, the parade will proceed up Broadway to Arawa Street, where there will be a trolley derby in heats of two classes Class 1, up to Standard IV. Class 2, Forms I and II with a final, a scavenger hunt, a lolly scramble, etc.

This is a very attractive programme and should be good fun for both the youngsters and adults too.

Remember: Wednesday, August 25 at 12.30 p.m.

FOR A COMPLETE SERVICE TO THE

BUILDER or HANDYMAN

MORRINSVILLE TIMBER & JOINERY CO. LTD.

Rewa Street Matamata Phone 7962

NATIVE TIMBER — JOINERY

ALL BUILDING SUPPLIES

Drive Right to the Door For Service and Satisfaction

BEDFORD MILK BAR

☆ Quick, Tasty Meals always available

☆ Hamburgers, Toasted Sandwiches, etc., to Take Away.

☆ Frozen and Tinned Foods

☆ Tip Top and Gaytime Ice Cream.

☆ Confectionery.

CATERING FOR ALL FUNCTIONS

WEDDING BREAKFASTS A SPECIALITY

Equipment Hire Service

A. & N. Pringle Phone 7504

Cherry Raymond

One of the highlights of Town and Country Week for womenfolk will undoubtedly be the visit to Matamata of Miss Cherry Raymond, well-known writer of New Zealand Women's Weekly "Speaking Frankly" column and T.V. interviewer.

Sponsored by the middle group of the Country Women's Institutes and the Matamata P.R.A., Miss Raymond will address an open meeting in the Matamata Memorial Hall on Tuesday, August 24 at 1.30 p.m. All women of all organisations are invited to attend and can be assured of a really interesting afternoon.

Miss Raymond is an attractive hazel-eyed honey-blonde with an intelligent interest in the affairs of this day and age and many pithy comments to make on various modern trends.

In her T.V. programme, "Close Up", Miss Raymond says that she tries to subordinate her personality to that of the person she is interviewing. It is, perhaps, because of this that those who meet her face to face are rather surprised at her warm personality and refreshing sense of humour. She seems so calm and cool and collected on T.V. although she says that sometimes her thoughts are not. Especially, she says, when that horrible studio clock is racing on and she has two more questions she would dearly like to ask and very little time left in which to ask them. No wonder she has cultivated that expression of smiling interest as a mask to her thoughts.

In her weekly article "Speaking Frankly" in the New Zealand Woman's Weekly, Miss Raymond turns the spotlight on some modern methods of business among other things and does not spare her punches.

Born in England, Miss Raymond at the age of nineteen emigrated with her family to New Zealand and has travelled widely since.

Her address on television of the various countries she has visited should prove both original and stimulating.

There's Fun For All The Family Plus Bargains Galore at

FARMERS'

During Matamata's Town and Country Week

☆ KIDDIES 6d RIDES

☆ SCHWEPPES "DUET" CORDIAL DEMONSTRATION

ICE BLOCKS AND — YUM! YUM!
CANDY FLOSS
PRICE IS RIGHT TOO

☆ FREE SWEETS FOR KIDDIES

☆ DEMONSTRATIONS OF HOOVER APPLIANCES.

Plus — Plus — Plus

Bargains in Every Department reduced for this Special Week.

YES! IT'S ALL AT THE STORE WHERE TOWN AND COUNTRY FOLK CAN MEET AND SHOP IN COSY COMFORT.

FARMERS'

THE FRIENDLY FAMILY STORE
Tui Street Matamata Phone 7019

Family Frolic Night

To be held in the Memorial Centre on Monday, August 23 at 7.30 p.m., Fun for Mum, Dad and the Children is promised for this occasion and admission will be FREE.

The programme provides something of interest for all ages.

Primary School children will be treated to soft drinks (by courtesy of Innes-Tartan Ltd.) to Icy-Slides (by courtesy of Tip Top Ice Cream Co.) and Toffees (lolly scramble) by courtesy of Aulsebrooks Ltd.).

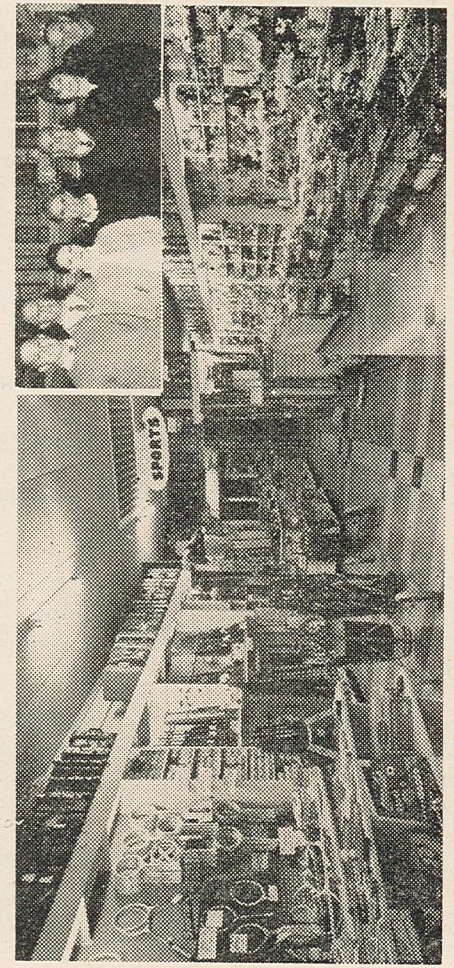
Fancy Dress is encouraged. There will be prizes for the best fancy dressed lady, man, girl, boy or group. The judge will be Mrs Faith Somervell. There will be dancing to the local up and coming five-piece band, the *Trigateers*.

The spirit of the whole evening will be one of informality, with humour and good fellowship the key-note. Whether you are five or ninety-five years young, you will find something to make you laugh and enjoy yourself.

There will be spontaneous items. We want everybody who can do anything to add to the fun. So come prepared to give an item, do a dance, sing a song, play an instrument, anything of that kind, we want everybody to enjoy themselves.

Don't forget to bring along a few bob for there will be plenty of quick raffles (chickens donated by Clinton Park Poultry Farm, Ngarua).

Remember last year? If you did not go, ask those who were there. It was fab; and this year should be better still. 7.30 p.m. is not too early.



Watch our windows for exciting competitions and bargains

Model Aeroplane contest for 10 year olds and under. Best built model. Hand launching distance flight.
Balsa Wood plane cut outs for competitions supplied *free* at: KEELEYS — SIMONSENS SPORTS

WE SPECIALISE IN ALL SPORTING EQUIPMENT AND TOYS

STOCKISTS OF LEATHER AND CANVAS GOODS, SADDLERY, TRAVEL BAGS, ETC.

Keeleys—SIMONSENS SPORTS LTD.

Dance-O-Rama

On Friday, August 27 at 8.30 p.m. in the Memorial Centre, a semi-formal dance for Teens and Twenties is being staged. No expense has been spared to bring young people the tops in entertainment.

THE BAND: The "Rebels" from Auckland of whom "Show Biz" says: "Every band has to have a gimmick nowadays. The Rebels Band, which are making a big name for themselves in Auckland with their shows at the Monaco, Shiralee, Top 20 and many Auckland night spots, have theirs—it is 'They have short hair.'

THE ENTERTAINERS: Les Chandelles Folk Singers. This group is currently among the top four in the National Mobil Song Quest (group section). At the time of going to press they are competing in Dunedin in the National Finals and should go close to being the winners.

THE SETTING: Cabaret style with coffee lounge.

DRESS: Junior Formal.

This will be the social highlight of the year. There will be a mixed programme of dances not just Stomp and Twist.

COMPERE: Brian Cotter.

Make it Last With
DULUX SUPER ENAMEL
Ideal for Kitchens, Bathrooms and Laundrys
DULUX SUPER ENAMEL
Flows on Easily — a Mirror-like Finish. Over
350 Extra Colours available with the new
DULUX DECORAMA SYSTEM
GET YOUR COLOUR CARD NOW FROM
The Paint and Wallpaper People
N. H. TIDDY & CO. LTD.
PHONE 8658

Going to a Spring Wedding?
Then Choose your Wedding Gift From your Local Jeweller
T. K. COXHEAD JEWELLERS LTD.
BROADWAY — MATAMATA
We Can Supply all Your Needs
CRYSTAL — SILVER PLATE — CLOCKS or CUTLERY
YOUR JEWELLER'S ADVICE IS FREE

Quiz Competition for Schoolchildren 12 Years and Under

GIRLS

Where are the following famous streets and places:

1—DES CHAMPS-ELYSEES
2—SUNSET STRIP
3—THE MALL
4—PETTICOAT LANE
5—LAMBTON QUAY
6—THE BOWERY
7—THE OCTAGON
8—CATHEDRAL SQUARE
9—KING'S CROSS
10—RED SQUARE
11—THE PENTAGON
12—THE BRIDGE OF SIGHS
13—THE TOWER BRIDGE
14—THE SPHINX
15—THE TAJ MAHAL
16—THE RAND
17—CLEOPATRA'S NEEDLE
18—GATUN LOCK
19—SCOTT BASE
20—VICTORIA FALLS

BOYS

Where are the following sporting venues and what sport do you associate with them:

1—WEMBLEY
2—LORDS
3—HURLINGHAM
4—TWICKENHAM
5—HENLEY
6—WHITE CITY
7—ASCOT
8—BROOKLANDS
9—COWES
10—BISLEY
11—ST. ANDREW'S
12—BONDI BEACH
13—WIMBLEDON
14—WINDMILL COURTS
15—THE CHATEAU
16—MAYOR ISLAND
17—THE SOUTHERN ALPS
18—FORBURY PARK
19—YANKEE STADIUM
20—ISLE OF MAN

CONDITIONS OF ENTRY

GIRLS
(1) Write down your name, address and age at the top of your entry paper.
(2) Write down Place (in order they appear here) where you think it is. Names of Towns and Countries are required, but other details may be added.

BOYS
(1) Write down your name, address and age at the top of your entry paper.
(2) Write down the Place and the Sport which you think is played there (in the order in which they appear here). Names of Towns and Countries are required, but other details may be added.

Answers must be sent to, or handed in at, the Public Relations Office, P.O. Box 93, Matamata, by 4 p.m. on Wednesday, August 25, 1965.

A prize of £2-2-0 will be given to the entry, considered by the judges to be the most correct. the neatest and the one having the least spelling mistakes.

THE JUDGES DECISION WILL BE FINAL AND NO CORRESPONDENCE WILL BE ENTERED INTO.

FIRST BIG

S-A-L-E

FOR 3 YEARS

Books For All Ages

AUGUST 23 to SEPTEMBER 3

ARAWA BOOKSHOP

Arawa Street — Matamata

HERALD AGENTS

BOOKSELLERS STATIONERS

---

2 SPECIALS FOR
TOWN and COUNTRY WEEK

Hair Tinting

Demonstrations by
MISS McSKIMMING of STEINERS.
AUGUST 26—27.

Who Are They?

No Entry Fee
PRIZE—Goods to Value £2-10-0
Entry Forms at Pharmacy.

SHARP'S PHARMACY

MATAMATA CHEMISTS SINCE 1939

"SAX ALTMAN"

Finest of Youths' Trousers

CUFFLESS — PLEATLESS — SELF BELT

ARE
AVAILABLE
ONLY
AT

FRANK HILLIARS

YOUNG
MEN'S
CENTRE

The Home of Men's and Boys' Fine Clothing . . . . . .

ARAWA STREET PHONE 8613

INVITATION

TO ALL HOME DRESSMAKERS

Demonstration of Cutting and Fitting

AUGUST 24 AT "TOOMEY'S FABRIC CENTRE"

MRS LEATHER, Simplicity's expert on Cutting and Fitting will be in attendance

on Tuesday 24th at 3 p.m. and 8 p.m. evening

DON'T MISS this demonstration. Stores like Milne and Choyce and Courts have had demonstrations by Simplicity experts and acclaim their popularity.

BE EARLY AT

TOOMEY'S FABRIC CENTRE LTD.

TONG ELECTRICAL MATAMATA LTD.

Arawa Street — Matamata

ELECTRICAL CONTRACTOR & RETAILER

NEW INSTALLATIONS, EXTENSIONS, ALTERATIONS and REPAIRS.

—We Can Supply—

ELECTRIC RANGES — WATER HEATERS
MOTORS — LIGHT SHADE FITTINGS
ELECTRICAL APPLIANCES — FLEXES

The Closest Shop to Post Office

Telephones:
Shop, 7439 — Residence, 8433
Wireman's Residence, 7907.

FOR QUALITY PHOTOS
FOR QUALITY PHOTOS

COLOUR OR BLACK AND WHITE
COLOUR OR BLACK AND WHITE

STUDIO OR CANDID
STUDIO OR CANDID

WEDDINGS & SOCIAL FUNCTIONS A SPECIALTY

This advertisement entitles you to a free Black and White Studio Sitting from August 23 to September 3 by appointment.

MELROSE PHOTOS

PHOTOGRAPHS and DEALERS

Arawa Street South — Phone 7854

DALTON'S TRANSPORT

PHONE: 707 DAY 706 NIGHT

Supplies The Following:

Pit Metal—The best for Gateways, Etc.

River Metal—The best for Tanker Roads

Concrete Shingle—Yes we still supply the best.

Bulldozer — Dragline — Trucks and Loaders for Hire, Contract or Hourly Rate.

We Stock Firths Concrete Products

FARMERS CALL ON US AND DISCUSS YOUR REQUIREMENTS FOR DELIVERIES, ETC.

Lounge Chairs

WITH A DIFFERENCE

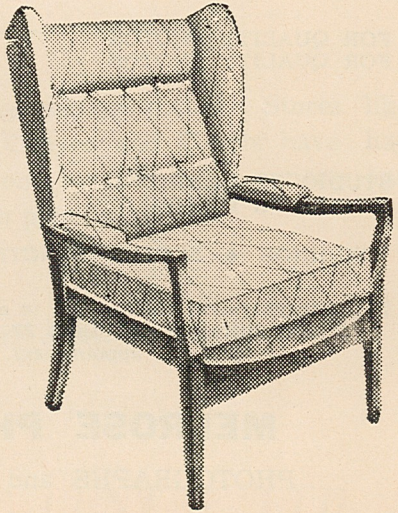
For the Best Seat in The House

Featuring . . . .

DON
VONO
AIREST
CINTIQUE
PARKER KNOLL

And Other Leading Makes

Comprehensive Range of Patterns, Colours and Various Qualities.



Catchpoles Furnishings Ltd.

ARAWA ST. PHONE 8956 MATAMATA

Amateur Boxing Tournament

Matamata Boxing Club will stage their annual amateur tournament in the Memorial Centre on Wednesday, August 25 commencing at 8 p.m.

This tournament promises to be a good one. Amateur boxers from the Waikato and Bay of Plenty Clubs will be competing and as there are plenty of talented young boxers in the districts mentioned, there should be some very intersting and keen bouts during the evening to whet the appetites of all boxing fans.

A feature of this tournament will be the staging of a main bout. The contestants are not certain at this stage but the Club is negotiating to match a Rotorua and a Papakura boxer.

Admission charges will be: Ringside (Stage), all patrons, 12/-. Floor of hall, adults 7/-; children 2/6. Family tickets (admitting parents and two children) to floor of hall only, 15/-.

MATAMATA

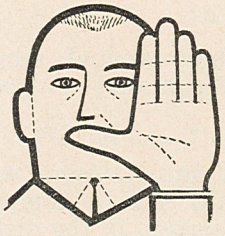
Junior Citizens Band

Now in its third month of existence, this Junior Band is progressing towards the time when it will make its debut in Matamata. Thirty-seven eager youngsters are busy learning the exercises which will fit them for the music they aspire to play. They are also being instructed in the care of instruments and are finding that practice at home each day is very rewarding.

Although it will be several months before the Junior Band makes its first public appearance, Matamata is following its progress with interest and speculation.

One of the most encouraging aspects of the organisation is the enthusiastic support being given by the parents of members. This time next year it could be worth while watching out for the MATAMATA JUNIOR CITIZENS BAND.

Programme of Events



STOP LOOK and READ

Monday, August 23

9.30 A.M.:

SCHOOLCHILDREN'S GOLF DAY. Matamata Golf Club, Okauia.

All Schoolchildren welcome. If you do not have club's come along anyway. Entry fee 2/6. Good trophies to be won.

11.30 A.M.:

YOUNG FARMERS, DAY (Borough Reserve Rawhiti Avenue, northern end of Arawa Street Extension).

Displays, Demonstrations, Competitions, Aerial Top-dressing Display, Etc.

2 P.M. to 3 P.M.:

C.W.I. DEMONSTRATIONS AND DISPLAYS Broadway.

Mr Spondulux and Lucky Shopper

7.30 P.M.:

FAMILY FROLIC NIGHT. Memorial Centre.

Fun and games for all the Family—you can't miss this. ADMISSION FREE.

Tuesday, August 24

1.30 P.M.:

MISS CHERRY RAYMOND. Memorial Centre.

A cordial welcome is given to women of all organisations to hear this talented speaker. ADMISSION 2/-.

Mrs Spondulux and Lucky Shopper

Wednesday, August 25

11 A.M. to 3 P.M.:

C.W.I. DEMONSTRATIONS AND DISPLAYS Broadway.

12.30 P.M. to 3 P.M.:

CHILDREN'S DAY. In Town.

Pets Parade and Decorated Bicycles. The parade will assemble in Tainui Street (Broadway end) at 12.30 p.m. *Prizes*: There will be a First, Second and Third prize in each class, with a consolation prize for each entrant. After the presentation of prizes by Miss Cherry Raymond, the parade will proceed up Broadway to Arawa Street, where there will be: A Trolley Derby (in heats and a final), A Scavenger Hunt, A Lolly Scramble, etc.

7.45 P.M.:

INTERMEDIATE SCHOOL ASSEMBLY HALL.

Illustrated address on Rugby Football by DON CLARKE for schoolchildren. Parents are cordially invited too.

8 P.M.:

BOXING TOURNAMENT. Memorial Centre

Admission Charges: Ringside Seats (Stage), 12/-; Floor of Hall, Adults 7/-, Children 2/6; Family Ticket (Parents and two children) to floor of hall only, 15/-.

Mr Spondulux and Lucky Shopper

Thursday, August 26

11 A.M. to 3 P.M.:

C.W.I. DEMONSTRATIONS AND DISPLAYS Broadway.

NOVELTY EVENTS IN TOWN.

12.30 P.M. to 3 P.M.

CORINTHIAN RUGBY FOOTBALL CLUB'S SPONSORED SCHOOLBOYS' TOURNAMENT. Bedford Park.

Mrs Spondulux and Two Lucky Shoppers

Programme of Events (cont.)

Friday, August 27

11 A.M. to 3 P.M.:

C.W.I. DEMONSTRATIONS AND DISPLAYS Broadway.

11 A.M. to 3.30 P.M.:

FEDERATED FARMERS DAY. Memorial Centre.

Display of latest fashions in Wool Stretch Garments (Modelled by Wellington Mannequins) sponsored by the New Zealand Wool Board. Also an exhibition of Plant and Equipment in use by farmers; what they produce; how it is sold and the problems they encounter in their work. This parade of Wool Board Garments and the exhibition should be of interest to all sections of the public.

Mr Spondulux and Lucky Shopper

8.30 P.M.:

DANCE-O-RAMA. Memorial Centre.

Dance to the Rebels Dance Band. Hear the Les Chandelles Folk Singers (one of New Zealand's top singing groups).
DRESS: Junior Formal COMPERE: Brian Cotter.
ADMISSION: 6/- and 5/-.

MATAMATA CITIZENS BAND will play in Broadway during the evening.

The Committee reserve the right to alter or amend this programme without notice.

The P.R.A. Committee staging this week is: Mr D. J. Benge (President), Messrs A. C. Tremain, I. Toomey, W. G. Sharp, F. H. Hall, V. Williams, M. A. Nolan, R. Simonsen, F. Thompson, T. Rozema and D. Turner.

Cortina
SHOES LIMITED

Clarks
Children's Shoes

Have your Children Fitted for Length, Width and Girth on Clarke's Special Fitting Measure.

Specials in—

WOMEN'S COURTS AND CASUALS
and CHILDREN'S PARTY SHOES

For Town and Country Week

See The Open Display

Throughout The Store

J. FOGGO LTD.

BROADWAY MATAMATA PHONE 8908

Your Friendly Family Grocer

33 Years in the Matamata District. Always willing to advise on what to buy and what to leave on the shelf. Helpful hints on household problems such as unexpected parties and quick meals readily available. Here's a good one for Marmalade — Saves you making a year's supply all at once: —

Cut up fruit and boil in normal way. Put into preserving jars and seal. When you want Marmalade use one jar of fruit and one jar of sugar and boil briskly for fifteen minutes.

Every Day Throughout The Week

There will be DEMONSTRATIONS, COMPETITIONS, SPECIAL DISPLAYS & SHOPPING SPECIALS in the Shops and Garages in MATAMATA. Don't miss this opportunity to enjoy a week's shopping spree in Waikato's best shopping centre.

- On the GRASS PLOTS in BROADWAY there will be a continuous display of CARAVANS, CARS, TRACTORS and FARM MACHINERY. An opportunity for all sections of the public to see what Matamata Dealers have to offer.

- MOBILE CHEST X-RAY UNIT. This unit will be parked in Arawa Street from the Monday to Friday, the hours of attendance will be: Monday to Thursday 9 a.m.—12.30 p.m.; 1.30 p.m.—3 p.m. Friday: 9 a.m.—12.30 p.m.; 1.30 p.m.—5 p.m.; 7 p.m.—9 p.m. Services are free to persons 15 years and over.

- MR AND MRS SPONDULUX: One of these will be in town each day throughout the week. What you have to do is to find them. Just ask; and if you ask the right person, they must say "Yes, I am" and they will give you a Pound Note. This competition is open to anyone, any age. Have a try.

- LUCKY SHOPPER: At a certain time each day during "Town and Country Week" a member of the P.R.A. Executive will be in one of the shops or garages in Matamata. He will hand to the customers making a purchase at that time a voucher. This voucher will entitle the holder to obtain goods to its value from any P.R.A. member's Shop or Garage within one month of that date. Remember you have to buy something in Matamata during "Town and Country Week".

Does Your Sport Humiliate You?

IF SO,
IMPROVE IT.

Whatever sport you play, you'll play it easier with new equipment from our selection.

Just wait until you test that new Golf Club—but why wait?

Visit us and inspect the range of better Sporting Goods.

Watch for our Town and Country Week Specials

Latham Sports & Travel Goods Ltd.

ARAWA STREET SOUTH

MATAMATA HOTEL

Wholesale Department

PHONE 8139

ORDER NOW FROM YOUR LOCAL WHOLESALER

For prompt, free delivery and the best selection — Ales, Wines and Spirits, Soft Drinks and Cordials

— *At City Prices* —

PARTY ICE ALWAYS AVAILABLE — 3/6 BAG

Call and discuss it with us — Jack and Clarrie will welcome you.

WHOLESALE DEPARTMENT

Matamata Hotel — Phone 8139

N. and E. JAGGER LTD.

Come and be fitted tomorrow. See how this bra moves, bends, stretches and twists with you . . . feels snugly secure and comfortable . . . and is contoured too!

Let Mrs Jagger, our trained fitter, show you the Bendon range . . . contoured, long-line, padded . . . we're sure to have the one just right for you.

Style 666 A 32-36 B, C 32-38

WHITE	39/11
BLACK	42/6

BE EXPERTLY FITTED IN BENDON'S CONTOURED STRETCH STRAP BRA BY OUR TRAINED CORSETTIERE — MRS EDIE JAGGER.

N. & E. JAGGER LTD.
Phone 7461,
Arawa Street,
Matamata.

Made in N.Z.

Bendon

El Toro Coffee Lounge

CORNER ARAWA AND HETANA STREETS

Coffee — Teas
Snacks — Hot Chocolate
Savouries — Fruit Juices
Delicious Assorted Toasted Sandwiches

—EL TORO SPECIAL—

"Chicken Chow Mein"

SENSATIONAL NEW PERMANENT WAVE

Enjoy the lasting loveliness of a

Caracul

Universal Permanent Wave

Will not be affected by damp or humid conditions and will fully satisfy the most discriminating.

Caracul is truly a "Hair Care" Permanent Wave

TOWN AND COUNTRY WEEK SPECIAL

All Effecton and Hair Magic Rinses —— ½ Price

SALON MARGO

LATE NIGHT THURSDAY — PHONE 7497

MIGHTY F-R-E-E WEEK

FREE CUP AND SAUCER worth 4/- with orders £5 or over.

FREE BAR OF CHOCOLATE with orders £2 or over.

FREE BOX MATCHES with every Packet of Cigarettes.

JOIN IN THE FUN

Estimate aggregate weight of all our staff. The nearest entry qualifies for £2 worth free groceries. In the event of a tie, entrants will share.

Management and Staff hope you have loads of fun during Town and Country Week

AND REMEMBER

You can save more 52 weeks of the year by Joining the Happy Crowd of Shoppers

—AT—

Super Value

SUPERMARKET

ARAWA STREET SOUTH — MATAMATA

The finest in furnishings

encompassing carpets, resilient floor coverings, handwoven floor rugs, upholstery, drapes and curtain fabrics, furniture, pottery, paintings, copperware and hand carved bowls and platters.

INTERIOR DESIGNS LTD.

arawa street, matamata

phone 7428.

Wright Stephenson & Co. Ltd.

Motor Department — Matamata

CAN OFFER YOU SPOT ON SERVICE FOR YOUR CAR

- Specialised Lubrication including Interior Vacuum Cleaning.
- New and Recap Tyre Service.
- Full Repairs by Qualified Personnel and Modern Equipment.
- Complete Range of Accessories for Every Need.

Don't leave it until it won't go—

—CONTACT—

WRIGHT STEPHENSON & CO.

IN THE TOWN AND ALL ROUND THE COUNTRY

They Say

Buy

Your

Home

Appliance

From

C. J. FLEMING LTD.

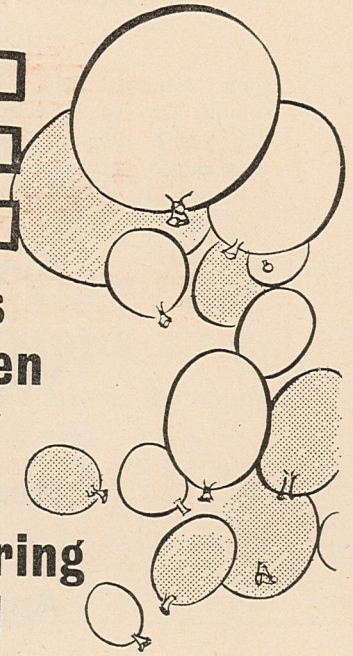
Kelvinator Refrigerators and Home Freezers.

Whiteway Washers and Clothes Dryers.

Murphy, Ultimate, Pye Television and Radio.

AND OUR OWN SERVICE

FREE



balloons for all children accompanied by adults in cars during town and country week

BLACK'S

SERVICE STATION LIMITED

METHYL BENZINE

puts the power in SUPERSHELL

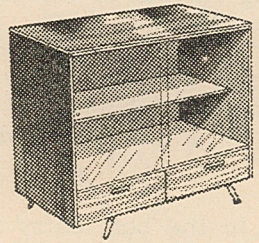
PHONE 8054

DO-IT-YOURSELF WITH—

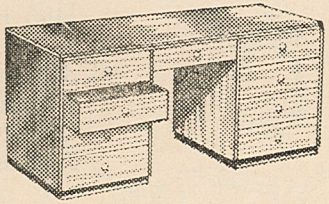
Personality

PACKAGED PRE-CUT FURNITURE

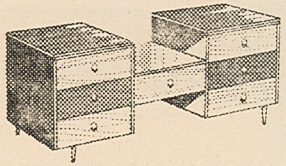
Here is the Clever way for the Smart Man to Furnish his Home Easily.



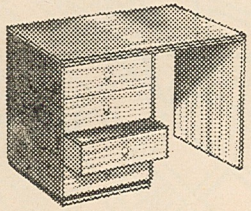
NO. 35/41
H. 36" W. 35-3/16"
13¾" (D) £6-12-3



NO. 24/79
H. 30" W. 52⅜"
13¾" (D) £11-9-3
19" (D) £14-16-0



NO. 13/73
H. 28" W. 52⅜"
13¾" (D) £9-11-0
19" (D) £12-17-6



NO. 24/41
H. 30" W. 35-3/16"
13¾" (D) £6-10-6
19" (D) £8-10-6

GET YOUR "PERSONALITY" FROM

DALGETY — LOAN

M-A-T-A-M-A-T-A

COLOURING COMPETITION

THREE CLASSES: (1) Children 6 to 7 years.
(2) Children 8 to 9 years.
(3) Children 10 to 12 years.

Conditions of Entry: (1) Name, address and age must be attached to each entry.

(2) Colour in the picture on the opposite page (using crayons or coloured pencils) in five colours.

(3) Post or hand in your entry to the Public Relations Office, P.O. Box 93, Matamata by 4 p.m. on Wednesday, August 25.

A prize of £1-0-0 will be given to the best entry in each class. In all cases the judge's decision will be final and no correspondence will be entered into.

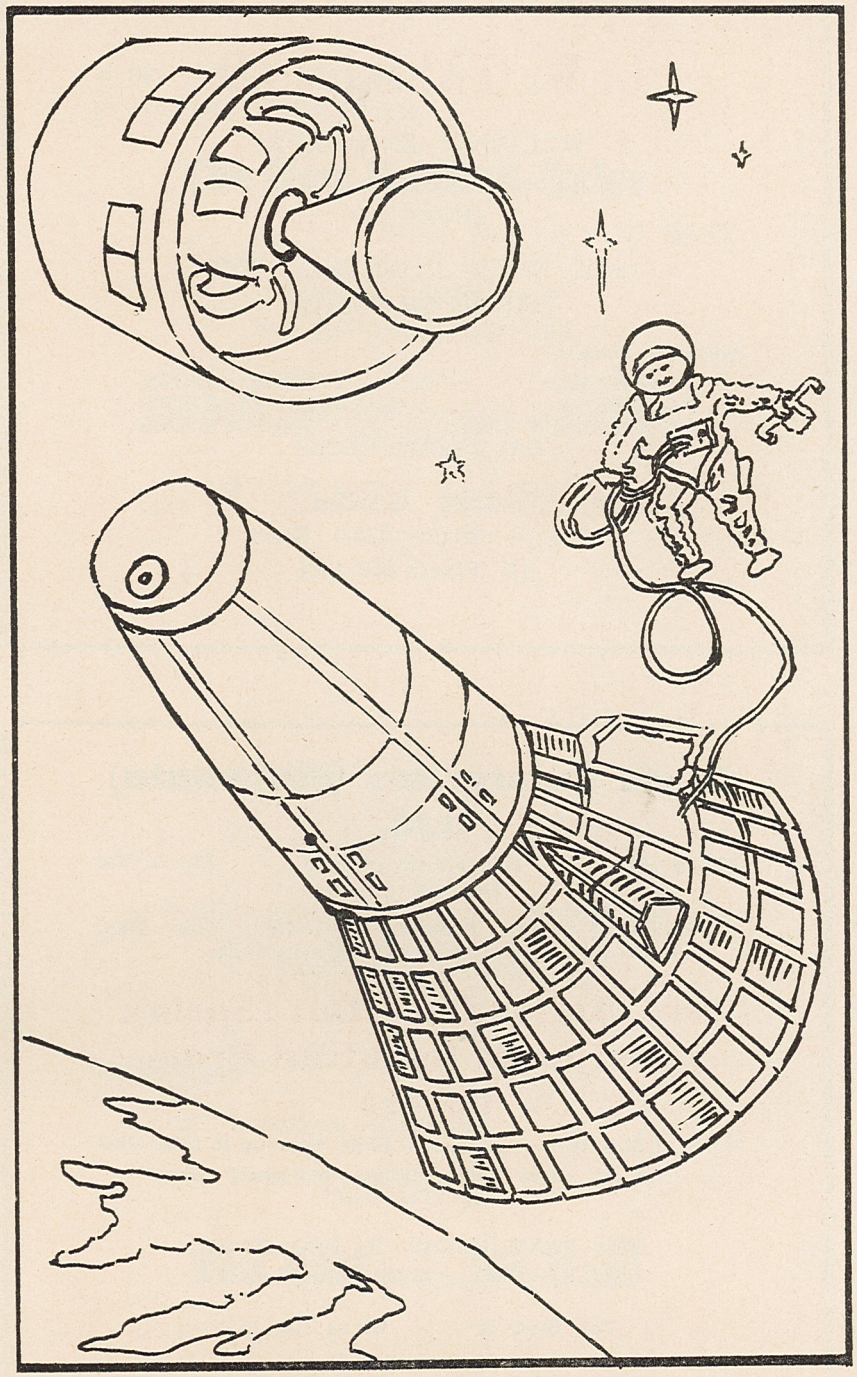
ENTRY FORM

NAME .....

ADDRESS .....

.....

CLASS.....



G. W. O'NEILL LTD.

WELDING ENGINEERS

Firth Street — Matamata
PHONE 7290

ALL STEEL CONSTRUCTION
LARGE OR SMALL

See us to discuss—

HAY BARNS
CALF PENS
CALF FEEDER BAILS
HAY FEEDER RACKS
CATTLE CRATES
ORNAMENTAL GATES
BALUSTRADES

FARM GATES
11ft — From 5/5/- Each
All Sizes Stocked

Lewis Enterprises (Matamata) Ltd.

Phone 7748 THE PRAM HOUSE Phone 7748
(Irmgard Lewis)

A Festival of Prams, Pushchairs, Strollers, Cots, High Chairs, Nursery Furniture of all Descriptions.

Just Arrived — Our Spring Selection of Beautiful Pram Covers

Hosts of Soft Toys — Rattles — Baby wear up to 3 Yr Olds

And all those lovely things that make your Baby "The Best"

THE PRAM HOUSE ON BROADWAY
Next to the Regent Theatre

You Want It!! — We've Got It!!

FOR THE FARMER
FOR THE CONTRACTOR

The New Holland Baler

WILL SERVE YOU BEST

Pheasant Conditioners
For Better Quality Hay

—ALSO—
Lilley Farmarators Complete with Cages
Sole Agents

G. W. HENRY MACHINERY LTD.

M. C. ELLERY LTD.

71 PERIA ROAD PHONE 8290

GENERAL CARRIER

SPECIALISING IN:

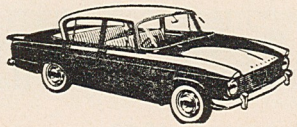
☆ Livestock Transport

☆ Furniture Removals

You Call — We Haul

Let us know your Motoring Requirements during Exhibition Week — or at any time.

We will be pleased to discuss our New or Used Vehices, or any Servicing Problems with you.



H. G. BAIGENT MOTORS

Agents For

HILLMAN, HUMBER and CHRYSLER
VALIANT CARS.
DAVID BROWN TRACTORS.

LET'S TALK TYRES

BATTERIES ——— LUBRICATION

ACCESSORIES

7 DAYS A WEEK

Chas. W. Trim Proprietor

Phone 8040.

CROSSROADS TYRE SERVICE LTD.

NEW MATAMATA SERVICE

MEASURE — MANUFACTURE — FIT

Aluminium

STRONG — LIGHT — ATTRACTIVE

Flyscreens

DOMESTIC and COMMERCIAL

Shower Doors

Call and See at—

C. & M. McKENZIE LTD.

Building Supply Centre

FIRTH STREET — MATAMATA

I. G. A.

FOR Specials
FOR Service
FOR Free Delivery
FOR Ample Parking
FOR Friendliness
FOR Personal Attention

FOR Delicatessen Goods
FOR Groceries
FOR Fresh Meat
FOR Fruit and Vegetables
FOR Household Hardware
FOR Milk
FOR Bread
FOR Ice Cream

SHOP AT YOUR FRIENDLY I.G.A. STORE
AT THE CROSSROADS

PHONE 8035 PHONE 8035

HANCOCKS FOODMARKET LTD.

Opal Hot Springs

PHONE 8198 MATAMATA

G. A. CLEAVER, MANAGER

These springs contain the famed Opal Pool, known throughout the country for its curative properties in rheumatism, neuritis, etc.

Available in half hourly bookings. Spacious, shady camp grounds and three concrete swimming pools.

Cosy Motels and Cabins rating among the best in New Zealand.

These springs are a MUST on your next visit to MATAMATA.

Use Your Overseas Assets Wisely!

MORRIS 1100 and M.G. 1100 ARE BEST VALUE

Phone or call for a demonstration drive in either of these fabulous models.

Cleaver Motors LTD.

Authorised Dealers for MORRIS, M.G. WOLSELEY

PHONES 7128, 7129. AFTER HRS. 8184, 7587

On display, the new

1965

RAMBLER CLASSIC

Elegantly styled, this powerful 6 cylinder family saloon is available in Manual or Automatic transmissions.

NO OVERSEAS FUNDS REQUIRED

Look for, and inspect

THE

HARTFORD UNIT

"Ready to go" this unit consists of boat, trailer and 20 h.p. West Bend outboard.

PRICE: £645

At the stand of

SEABROOK FOWLDS LTD.
MATAMATA.
L.M.V.D.

VISIT WATERSON'S

MATAMATA'S LARGEST FURNITURE STORE

They Have The Finest Selection

BEDROOM — LOUNGE — DINING SUITES

OVERNIGHTA SUITES — RUBBER CUSHIONS

We Measure and Quote Free

FLOORING — VENETIAN AND HOLLAND BLINDS

NO FINER CHOICE IN DRAPES AND HANGINGS

We have our own Sewing Service

D. WATERSON & CO. LTD.

BROADWAY MATAMATA PHONE 8625

CLARKSON MOTORS LTD.

PHONE 7948 and 8041

FIRTH STREET — MATAMATA

We Specialise In

SUPPLYING AND SERVICING

All Farm Machinery

Agents For

PIONEER CHAIN SAWS

MODELS 450, 550, 650, 750, 850

We Supply

I.H.C. BALERS — TRACTORS — TRUCKS

47 and 57. 28 H.P. TO 110 H.P.

Sole Agents For

MONRO FORAGE HARVESTERS

MATAMATA INTERNATIONAL TRAVEL

(MRS) M. HALL

Agent For:

- P. & O. ORIENT LINES
- SHAW SAVILL LINE
- N.Z. SHIPPING CO.
- NEWMAN'S COACH SERVICES
- MATSON LINE
- SITMAR LINE
- UNION STEAMSHIP CO.
- RANDS TOURS
- MITCHELLS INTERNATIONAL TOURS
- N.A.C.
- COGEDAR LINE
- GREYHOUND (U.S.A.)
- SPANZ
- TOURIST HOTEL CORPORATION
- CHANDRIS LINE
- TRANS TOURS.

In fact all internal & overseas SEA, LAND & AIR TRAVEL

Here is just one wonderful holiday available to the lucky ones who book early:

Mitchell's Big Bargain Tour 1966

93 Glorious days in ENGLAND ,SCOTLAND & WALES, NORWAY, SWEDEN, DENMARK, FRANCE, BELGIUM, ITALY, HOLLAND, GERMANY, AUSTRIA, SWITZERLAND AND YUGSLAVIA for only £580.

Plus fares by ship or air from N.Z. to the U.K. and return by the route of your choice. Sailings to suit. Ample leisure time, tipping and baggage problems are Mitchell's problems.

REMEMBER: It costs no more to book through your travel agent. Your worries re passports and visas can all be eliminated.

For personal and confidential service call today at

MATAMATA INTERNATIONAL TRAVEL

P.O. Box 75 Phone 7614

Broadway — Matamata.

Caravans

In The Main Street?

CRUSADER CLASSIC

PRINCESS OXFORD

Four of the Top Makes on view in

Broadway — Matamata.

COME ALONG AND INSPECT — SUPPLIED BY

WALLACE

CARAVAN CENTRE

THE FIRST NAME AND THE LAST WORD IN CARAVANS.

Gt. South Road, Te Rapa, Hamilton
P.O. Box 923.

Phone 69-732. Residence 64-307, 67-849

IF YOU CAN'T BUY ONE — HIRE ONE

1965.

Come To Toyland

VISIT TOYLAND WHEN IN MATAMATA

See Our New Displays
New Stock Arriving Every Day

LAY-BY NOW

From our Large and Attractive Range of

TOYS GALORE

—at—

BARRY & HASTINGS LTD.

Arawa St. Phone 7694. Matamata.

MATAMATA MUSIC CENTRE

SPECIALISTS IN MUSICAL INSTRUMENTS
T.V., RADIO, RECORDS,
SHEET MUSIC.

BOOKSELLERS & STATIONERS

Printed by the Matamata County Mail, Printers to Matamata and District